

ATLAS EVENTS MEETING

“Creating and Bidding for Events”

Organised by the University of Salento in collaboration with
the Agenzia per il Patrimonio Culturale Euromediterraneo – EUROMED

Venue: Conservatorio di Sant’Anna, Lecce, Italy
14-15-16 May 2015

The rapid growth of events as policy tools for cities and regions has created increasing competition and pressure to develop innovative and engaging event formats. Many places now have dedicated events organisations which are responsible for attracting events or creating new events to fill their calendar. Many cities are also actively engaged in bidding for events such as the European Capital of Culture or the Olympic Games. Some cities may also resort to copying events held elsewhere, or in the most extreme cases, simply ‘stealing’ events from their neighbours (see Van Aalst, I., & van Melik, R. (2012). City festivals and urban development: does place matter? European Urban and Regional Studies, 19(2), 195-206.).

This meeting of the ATLAS Events Group will examine different aspects of the event creation and bidding phenomenon, including:

- - Event concept development
 - Creating new events
 - Sources of inspiration for new events
 - Building event themes
 - Event life cycles
 - The role of city and regional event organisations
 - Event bidding strategies
 - Event bidding organisations
 - Event creation and bidding as part of longer-term urban and regional strategy

Papers on related subjects will also be considered.

This is the fourth meeting held by the ATLAS Group, following previous meetings in Breda (2011), Peniche (2013) and Sheffield (2014). The 2015 meeting will be hosted by the University of Salento, and held in the historic Conservatorio di Sant’Anna in Lecce. As in previous events, all papers will be considered for publication. Previous volumes published by the group include Exploring the Social Dimension of Events (Routledge, 2013) and Event Design (Routledge, 2014).

Projected meeting fees are 225 euros, which includes coffee breaks, lunches and dinner during the meeting, opening reception and excursions.

Draft Programme (may be subject to change)

Wednesday 13 May

19:00: Greeting and reception (Municipality of Lecce)
Sounds of the Symphony Orchestra of Lecce
Cocktail reception offered by the Municipality of Lecce

Thursday 14 May

9:00-9:30: Welcome and registration of participants
9:30-10:00: Opening words, introduction to the seminar
10:00-10:30 -Break

- 11:00-12:30: Paper presentations by participants

12:30-13:00: Discussion

- **Light lunch**

- 15:00-16:00: Paper presentations by participants

16:00-16:30: Discussion

- 16:30-17:00 Intercultural aperitif – bring a regional specialty to share!

17:00-19:00 Visit to the city by train

19:00 -20:30 Concert by the University of Salento Choir, Chiesa di S. Maria del Carmine

- **Dinner 21:00**

- **Friday 15 May**

9:00-10:30: Paper presentations by participants

10:00-10:30 Break

10:30-13:00: Meeting with local stakeholders

Lunch

- 15:30 – 17:30 Paper presentations by participants

- **Saturday 16 May**

- Visit to Salento by bus

In the afternoon visit to the caves of Castro, Santa Maria di Leuca (if the weather permits)

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